

### Remarks

Claims 1-32 are currently pending and stand rejected. Claims 1, 5, 13, 14, 17, 23, 25, and 30 have been amended. Applicants assert that the claims are now in condition for allowance as set forth more fully below.

### Interview Summary

The undersigned participated in a telephone interview with the Examiner on January 31, 2005. During the interview, it was discussed that the Getchius patent deals with categorization of a business into one of various types of businesses for purposes of locating the business during a search. The structured information was said to be in FIGS. 9-12, which show screen displays providing high-level business category options (i.e., accounting versus air conditioning, etc.) that a business personnel may select when setting up a directory listing for the business. It was stated that there must be some structure to the document underlying these web site displays to create the links to the various high-level categories. It was further discussed that exemplary embodiments described in the present application are directed to the categorization and sub-categorization of information for a particular business (e.g., forms of payment accepted by the particular business as one category, broken down into cash and credit cards as elements, with credit cards further broken down into various brands as further sub-elements) within a structured document such as an XML document, as opposed to categorizing a business within high-level business categories as is done in Getchius where there is no hierarchical structure of categories and elements for information pertaining to a particular business.

### 102 Rejections

Claims 1, 2, 4-7, 9, 10, 12, 14, 17-20, 23, 24, 27-29, 31 and 32 stand rejected under 35 USC 102(e) as being anticipated by Getchius (US Pat 6,643,640). Applicants respectfully traverse these rejections. Additionally, it should be noted that there was no specific rejection of claim 25, either under 35 USC 102 or 35 USC 103.

Exemplary embodiments described in the present application are directed to categories and elements that represent aspects of a particular business for which the

categories and elements of an instantiation of structured information is applied. So, a business may be described by its various categories and elements of categories where one specific example of a category would be forms of payment where the elements of forms of payment might be cash and credit cards accepted by the particular business for which the portion of the structured information is being instantiated. Examples of the categories and elements that are assigned values for a particular business to provide the structured information are set forth in Appendix A of the present application, where it can be seen that forms of payment is an element that forms a category, with the various forms of payment possible being the elements of the forms of payment category. This structure can then be repeated for each particular business where more than one business is of interest, with the information pertinent to each particular business being included in each instantiation so that, for example, the instantiation for one business indicates that it accepts cash and VISA while another instantiation for another business indicates that it accepts cash only.

Amended claim 1 recites a computer readable medium encoded with structured information for expressing specific business content, the structured information comprising, in part, a plurality of categories, wherein each category represents an aspect of a particular business for which an instantiation of at least a portion of the structured information is applied. Amended claim 1 further recites a plurality of elements associated with at least a subset of the plurality of categories, wherein each element represents a sub-aspect of the particular business for which an instantiation of at least a portion of the structured information is applied, wherein the structured information is arranged hierarchically such that a particular business for which an instantiation of at least a portion of the structured information is applied is expressed hierarchically.

Getchius fails to show all the elements recited in claim 1. In particular, Getchius fails to show structured information that includes a hierarchical configuration of categories and elements of categories for a particular business. For example, the example business in Getchius is Blue Cross Blue Shield and shown in FIGS. 19 and 21. This basic listing simply sets forth the name and address of the business and there is no disclosure that any categories of Blue Cross Blue Shield are displayed in the listing or otherwise included in a structured information underlying the listing being displayed.

The only categorization is at the general business type level, as shown in FIGS. 9-12, where Blue Cross Blue Shield itself is categorized as being insurance, but there is no hierarchical organization of information within categories and elements of the categories about Blue Cross Blue Shield itself. For example, there is no disclosure of an underlying structure of information where there is category for forms of insurance policies with each individual policy type being an element, there is not a category of forms of payment accepted with each individual form of payment being an element. Instead of categorizing information about the particular business, the Blue Cross Blue Shield business has itself been categorized as an element of the insurance category for the business directory.

For at least these reasons, Getchius fails to disclose each of the elements of claim 1 such that claim 1 is allowable over Getchius. Dependent claims 2-13 depend from an allowable base claim and are also allowable for at least the same reasons.

Furthermore, independent claims 14 and 25 include similar recitations that are also not disclosed in Getchius. For example, amended claim 14 recites identifying a plurality of categories related to the content, wherein the categories are pertinent at a single business level such that at least one of the categories of the plurality is pertinent to a particular business and identifying a plurality of elements associated respectively with at least a subset of the categories, wherein the elements are pertinent at a single business level such that at least one of the elements associated with the at least one of the categories is pertinent to the particular business. Claim 14 further recites encoding the computer readable format with the information for each particular business that is related to the content in accordance with the hierarchical structure.

Getchius fails to disclose categories and elements of categories where these are pertinent at a single business level and where the information for each particular business is present within a hierarchical structure. Instead, as discussed above, Getchius provides the general business type listing as provided in FIGS. 9-12 and basic business listings as provided in FIGS. 19 and 21 that are not based on underlying hierarchical structures of categories and elements for the particular business. Thus, claim 14 and dependent claims 15-24 are allowable over Getchius for at least these reasons.

Similarly, amended claim 25, which has yet to be specifically rejected based on Getchius, recites organizing the categories and elements related to the business specific

content for each of the particular businesses in a hierarchical structure, wherein the hierarchical structure includes a separate instantiation of the categories and elements for each of the particular businesses in accordance with the format selected in step (a) and storing information for each of the particular businesses in accordance with the hierarchical structure and the selected XML format such that the information pertinent to one particular business is stored in the instantiation of categories and elements pertinent to that one particular business. Thus, the same arguments apply for claim 25 in that Getchius fails to disclose a hierarchical structure of categories and elements instantiated for a particular business where information for the particular business is stored within the hierarchical structure. Therefore, claim 15 and dependent claims 26-32 are allowable over Getchius for at least these reasons.

#### 103 Rejections

The claims rejected under 35 USC 103 depend from allowable base claims and are allowable over Getchius for at least the same reasons.

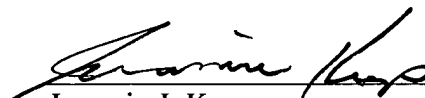
#### Conclusion

Applicants assert that the application including claims 1-32 is now in condition for allowance. Applicants request reconsideration in view of the amendments and remarks above and further request that a Notice of Allowability be provided. Should the Examiner have any questions, please contact the undersigned.

No fees are believed due. However, please charge any additional fees or credit any overpayment to Deposit Account No. 50-3025.

Respectfully submitted,

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